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PATENT  
Customer No. 22,852  
Attorney Docket No. 05725.1178-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
Celine BRUCKER et al. ) Group Art Unit: 3622  
Application No.: 10/633,613 ) Examiner: Rodney M. Henry  
Filed: August 5, 2003 ) Confirmation No.: 5378  
For: METHODS OF MARKETING A )  
MASS CONSUMER PRODUCT )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action mailed December 8, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper, beginning on page 2.

**Remarks** follow the amendment section of this paper, beginning on page 12.